

WHAT IS CLAIMED IS:

1. A method of conducting a network auction comprising the steps of:

displaying information pertaining to an auction exhibit item which
5 is registered in a network auction server to a bidder client;

recording an identification (ID) code of said bidder client when said bidder client requests a notification of the information pertaining to said auction exhibit item; and

10 notifying an updated transaction price to the bidder client having said identification (ID) code when a transaction price changes from a price at its bidding by auction.

2. A method of conducting a network auction comprising the steps of:

15 creating an information image, which combines an image information pertaining to an auction exhibit item and a related information which establishes a communication with a network auction server via a manipulation of an operator in accordance with said image information as a single handling unit, when registering said image information pertaining to
20 said auction exhibit item to said network auction server;

displaying said information image to a bidder client;

recording an identification (ID) code of said bidder client when said bidder client requests a notification of the information pertaining to said auction exhibit item; and

25 notifying said bidder client having said ID code registered by displaying an information image in which data of an updated transaction price is superimposed on said information image when a transaction price changes from a price at its bidding by auction.

30 3. A method of conducting a network auction comprising the steps of:

enabling an auction support server to prompt a registration of an image information pertaining to an auction exhibit item to submit to a network auction server;

creating an information image which combines as a single handling unit said image information pertaining to said auction exhibit item and a related information which establishes communication with a network auction server via a manipulation of an operator in accordance with said image information when said image information is registered,;

registering said information image in the network auction server;

recording an identification (ID) code of said bidder client in the auction support server when a bidder client requests a notification of the information on said auction exhibit item after viewing the information image registered; and

notifying an updated transaction price from the network auction server to the auction support server, and notifying said updated transaction price from the auction support server to said bidding client having said identification (ID) code when a transaction price changes from a price at its bidding in the network auction server by auction.

4. A method of a network auction support comprising the steps of:

prompting a registration of information pertaining to an auction exhibit item to submit to a network auction server;

registering said information in said network auction server when said information is registered;

recording an identification (ID) code of said bidder client when a bidder client request a notification of the information pertaining to said auction exhibit item after viewing said registered information; and

notifying an updated transaction price to the bidder client having said identification (ID) code registered when it is notified that a transaction price in the network auction server changed from a price at its bidding by

auction.

5. A method of network auction support comprising the steps of:

5 prompting a registration of an image information pertaining to an auction exhibit item to submit to a network auction server;

creating an information image, which combines an image information pertaining to said auction exhibit item and a related information which establishes communication with a network auction
10 server via manipulation of an operator in accordance with said image information as a single handling unit, when said image information is registered;

registering said information image in the network auction server;

15 recording an identification (ID) code of a bidder client when said bidder client requests a notification of the information pertaining to said auction exhibit item upon viewing said information image registered; and

notifying the bidder client corresponding to said identification code of an updated transaction price when it is informed that a transaction price changes from a price at its bidding by auction in the network auction
20 server.

6. A method of network auction support comprising the steps of:

25 prompting a registration of an image information pertaining to an auction exhibit item to submit to a network auction server;

creating an information image, which combines said image information pertaining to said auction exhibit item and a related information which establishes communication with the network auction server via manipulation of an operator in accordance with said image
30 information as a single handling unit, when said image information is registered; and

registering said information image in the network auction server.

7. A network auction server:

enabling to display information pertaining to an auction

5 exhibit item that has been registered in said network auction server to a bidder client;

recording an identification (ID) code of the bidder client when said bidder client requests a notification of the information pertaining to said auction exhibit item; and

10 notifying said bidder client corresponding to said identification code registered of an updated transaction price when a transaction price changed from a price at its bidding by auction.

8. An auction support server:

15 prompting a registration of an image information pertaining to an auction exhibit item to submit to a network auction server;

creating an information image, which combines said image information pertaining to said auction exhibit item and a related information which establishes communication with the network auction server via manipulation of an operator in accordance with said image information as a single handling unit, upon registration of said image information; and

registering said information image in the network auction server.

25 9. A recording medium which stores a program for a computer to execute, said computer functioning as the network auction server as claimed in claim 7.

30 10. A recording medium which stores a program for a computer to execute, said computer functioning as the auction support server as claimed in claim 8.